



Miami-Dade
Public Library System

**Five-Star
Customer Service**

Who is MDPLS?



Administration • Access Services • Art Services • Business Office & Procurement Branch
Operations • Collection Management • Information Technology • Maintenance •
Marketing/Graphics • Outreach Services • Personnel • Branch Services • Security

www.mdpls.org



What we are:

The Miami-Dade Public Library System will be the compelling community destination by providing a five-star customer service experience.

What we want to be:

The Miami-Dade Public Library System will be the compelling community *learning* destination by providing a five-star customer service experience.

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**Five-Star Service
Created a Vision Statement**

The Library will be the compelling community destination by providing a 5-Star customer service experience.

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**Five-Star Service
Five key areas**

Attitude
To be here for you


Expertise
To be your best search engine

Resources
To provide opportunities for learning and exploration

Empowerment
To open doors for you

Environment
To provide an inviting, comfortable, and clean Library

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**Five-Star Service
Moved into a new customer-focused model**


Created a new Customer Driven culture (every interaction has an impact)

Change came from top to bottom & vice versa

Involved all levels of staff

Evaluated and modified/improved floor plans to create “wow” environment

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Five-Star Service Translated our vision

Proactive involvement in
community/civic engagement

The Library as an aggregator of
community information

Partner with community organizations

Demand for 24/7 service: physical and virtual

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What is Customer Service?

It's *EVERYTHING* we do!

It's part of every contact
with customers.

It can occur in person, by
phone, fax, via mail, email,
or online.

It's the fulfillment of a
customer's expectations.



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Five-Star Service Attitude: To be here for you

Create a memorable
"wow" experience

- Greet
- Engage
- Follow through
- Thank



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Customer Service Core Competencies

Proactive
Positive in spite of
the Negative
Smiles and Greets
Professional
Open

Non-judgmental
Respectful
Communicates effectively
Promotes
Follows-Up

Remains confidential

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The Five-Star Environment

Approachable Staff

Security & Safety

Facility

Working Equipment

Branding/Signage

Meeting Needs



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Five-Star Service Accountability: Internal Branch Rating

Set expectations

Branches are rated by
pre-determined
performance standards

Done every quarter

Level: Administration
and Supervisors

Published every quarter

Used in evaluations

Public Services Quarterly Internal Rating				
Branch	Branch Manager	Branch Supervisor	Branch Staff	Branch Score
Branch 1	Branch Manager	Branch Supervisor	Branch Staff	Branch Score
Branch 2	Branch Manager	Branch Supervisor	Branch Staff	Branch Score
Branch 3	Branch Manager	Branch Supervisor	Branch Staff	Branch Score
Branch 4	Branch Manager	Branch Supervisor	Branch Staff	Branch Score
Branch 5	Branch Manager	Branch Supervisor	Branch Staff	Branch Score
Branch 6	Branch Manager	Branch Supervisor	Branch Staff	Branch Score
Branch 7	Branch Manager	Branch Supervisor	Branch Staff	Branch Score
Branch 8	Branch Manager	Branch Supervisor	Branch Staff	Branch Score
Branch 9	Branch Manager	Branch Supervisor	Branch Staff	Branch Score
Branch 10	Branch Manager	Branch Supervisor	Branch Staff	Branch Score
Branch 11	Branch Manager	Branch Supervisor	Branch Staff	Branch Score
Branch 12	Branch Manager	Branch Supervisor	Branch Staff	Branch Score
Branch 13	Branch Manager	Branch Supervisor	Branch Staff	Branch Score
Branch 14	Branch Manager	Branch Supervisor	Branch Staff	Branch Score
Branch 15	Branch Manager	Branch Supervisor	Branch Staff	Branch Score
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Five-Star Service Action Plan

Action Plan and Monthly Report

Branch Manager:
Month and Year:

The sum of all 4 quarters should add up to 100%.

Reporting:		Q1 OCT-DEC		Q2 JAN-MAR		Q3 APR-JUN		Q4 JUL-SEP	
Goal	Action	Responsibility/Monitoring		Percentage of		Completion		Percentage of	
				Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2015	Q2 2015
Goal 1	Goal 1 description that will be monitored for success over goal								
Goal 2	Goal 2 description that will be monitored for success over goal								
Goal 3	Goal 3 description that will be monitored for success over goal								

Local optional information blurbs about current state of this category- issues or needs.

- Additional Training:**
 - Any training, including in-house, system-wide, or staff development.
- Staff:**
 - Status of staff on FMLA.
- Personnel Issues/Staffing:**
 - Staffing and personnel issues including new hires, promotions, vacancies.
 - (Include any outstanding HR or HR related, and position titles.)
- Major Community/Programs:**
 - What commitment to community work, system-wide projects.
- Partnership/Support:**
 - Partnership days used during this month.

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Five-Star Service Surveys

Miami-Dade Public Library System

Five-Star Customer Satisfaction Survey

Vision Statement
The Library will be a community center dedicated to providing a premier customer experience.

Our Five-Star Commitment To You!

- Utilities:** To be here for you
- Expertise:** To be your best search engine
- Resources:** To provide opportunities for learning and exploration
- Engagement:** To open doors for you
- Environment:** To provide an inviting, comfortable, and vibrant library

Please indicate on a scale from one to five how well we are doing in meeting our commitment to you!

Attitude: Do you find staff to be friendly, courteous, and helpful?
☐ Always ☐ Sometimes ☐ Never ☐ Not Applicable

Expertise: Do you find staff to be knowledgeable and to provide accurate information?
☐ Always ☐ Sometimes ☐ Never ☐ Not Applicable

Resources: Are you able to find the materials you need in the Library's collection?
☐ Always ☐ Sometimes ☐ Never ☐ Not Applicable

Engagement: Do you feel that the Library offers you opportunities for learning and growth?
☐ Always ☐ Sometimes ☐ Never ☐ Not Applicable

Environment: Are the Library facilities you have used inviting, comfortable, and clean?
☐ Always ☐ Sometimes ☐ Never ☐ Not Applicable

Miami-Dade Public Library System

Survey

Reading Ready

I have learned the names of the six pre-reading skills.
☐ Strongly Agree ☐ Agree ☐ Disagree ☐ Strongly Disagree

Library staff shared tips with me on how I can work with my child using pre-reading activities.
☐ Strongly Agree ☐ Agree ☐ Disagree ☐ Strongly Disagree

At home, my child often repeats activities that are presented during Reading Ready storytimes.
☐ Strongly Agree ☐ Agree ☐ Disagree ☐ Strongly Disagree

Comments:

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Five-Star Service What does it all mean?

Value

To determine what the Library's services are worth to patrons

Vision

To make it real for our patrons

Viable

To make the Library an important part of our patron's lives

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MD PLS Miami-Dade Public Library System

Five-Star Customer Service

